

find that photo by text queries 'walking' and 'nature', which were the right media tags for the photo taking situation since the photo was taken on the walk.

**[0050]** The number of media tags to be associated with a photo is not restricted. There may be several media tags or only, for example, one, two or three media tags. The number of associated media tags may depend, for example, on the number of collected i.e. obtained types of context recognition tags. Environment, activity, location are examples of context tags types. In addition, for example, for a video, it is possible to add media tags along the video i.e. the video content may comprise more than one media capture time points for which media tag/tags may be determined.

**[0051]** In FIG. 5 is shown a smart phone **500** displaying context tags according to an embodiment. In a display of the smart phone **500** is shown a photo **510** taken at a certain time point and on the photo **510** is also shown context tags **520** collected prior to and after the certain time point. From shown context tags **520** the user may select suitable tags **520** he/she wants to be tagged in the photo **510**. The tagging system collecting and viewing the context tags **520** may also recommend some most suitable tags for the photo **510**. These tags may be displayed with different shape, size or color.

**[0052]** It is possible to use determined media tag/tags only as metadata for media content to help searching of media content afterwards, but it is also possible to visualize some media tags, for example, as icons along media content. Media tags may be visualized, for example, on a display of an electronic device, such as mobile phone, smart phone or tablet, at the same time with the media content, which is shown in FIG. 6.

**[0053]** In FIG. 7 is shown a suitable apparatus for implementing embodiments of the invention according to an embodiment. The apparatus **700** may for example be a smart phone. The apparatus **700** may comprise a housing **710** for incorporating and protecting the apparatus. The apparatus **700** may further comprise a display **720**, for example, a liquid crystal display or any suitable display technology suitable to display an image or video. The apparatus **700** may further comprise a keypad **730**. However, in other embodiments of the invention any other suitable data or user interface mechanism may be used. The user interface may be, for example, virtual keyboard or a touch-sensitive display or voice recognition system. The apparatus may comprise a microphone **740** or any suitable audio input which may be a digital or analogue signal input. The microphone **740** may also be used for capturing or recording media content to be tagged. The apparatus **700** may further comprise an earpiece **750**. However, in other embodiments of the invention it is possible that any other audio output device may be used, for example, a speaker or an analogue audio or digital audio output connection. In addition, the apparatus **700** may also comprise a rechargeable battery (not shown) or some other suitable mobile energy device such as a solar cell, fuel cell or clock-work generator. The apparatus may further comprise an infrared port **760** for short range line of sight communication to other devices. The infrared port **760** may be used for obtaining i.e. receiving media content to be tagged. In other embodiments the apparatus **700** may further comprise any suitable short range communication solution such as for example a Bluetooth or Bluetooth Smart wireless connection or a USB/firewire wired connection.

**[0054]** The apparatus **700** may comprise a camera **770** capable for capturing media content, images or video, for

processing and tagging. In other embodiments of the invention, the apparatus may obtain (receive) the video image data for processing from another device prior to transmission and/or storage.

**[0055]** Without in any way limiting the scope, interpretation, or application of the claims appearing below, a technical effect of one or more of the example embodiments disclosed herein is accurate media tagging.

**[0056]** Embodiments of the present invention may be implemented in software, hardware, application logic or a combination of software, hardware and application logic. The software, application logic and/or hardware may reside on a mobile phone, smart phone or Internet access devices. If desired, part of the software, application logic and/or hardware may reside on a mobile phone, part of the software, application logic and/or hardware may reside on a server, and part of the software, application logic and/or hardware may reside on a camera. In an example embodiment, the application logic, software or an instruction set is maintained on any one of various conventional computer-readable media. In the context of this document, a "computer-readable medium" may be any media or means that can contain, store, communicate, propagate or transport the instructions for use by or in connection with an instruction execution system, apparatus, or device, such as a computer, with one example of a computer described and depicted in FIG. 2b. A computer-readable medium may comprise a computer-readable storage medium that may be any media or means that can contain or store the instructions for use by or in connection with an instruction execution system, apparatus, or device, such as a computer.

**[0057]** If desired, the different functions discussed herein may be performed in a different order and/or concurrently with each other. Furthermore, if desired, one or more of the above-described functions may be optional or may be combined.

**[0058]** Although various aspects of the invention are set out in the independent claims, other aspects of the invention comprise other combinations of features from the described embodiments and/or the dependent claims with the features of the independent claims, and not solely the combinations explicitly set out in the claims.

**[0059]** It is also noted herein that while the above describes example embodiments of the invention, these descriptions should not be viewed in a limiting sense. Rather, there are several variations and modifications which may be made without departing from the scope of the present invention as defined in the appended claims.

**1-64.** (canceled)

**65.** A method, comprising:

obtaining a first context recognition data and a second context recognition data, wherein said first context recognition data and said second context recognition data relate to a media content, and wherein said first context recognition data is formed prior to a time point of capturing of said media content and said second context recognition data is formed after the time point of capturing of said media content;

determining a media tag on the basis of at least said first context recognition data and said second context recognition data; and

associating said media tag with said media content.

**66.** A method according to claim **65**, wherein said first context recognition data comprise at least first type of context